

INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

No. 1760

Washington, D. C.

December 12, 1959

Canning Crops Contest Winners Receive Awards

The national champion and regional and state winners of the annual Canning Crops Contest were announced and honored December 10 at the 25th anniversary convention of the National Junior Vegetable Growers Association in Washington, D. C. The contest, sponsored by N.J.V.G.A. with N.C.A. support, is one of the projects of the continuous Consumer and Trade Relations Program.

The national award winner, Robert B. Green, 20, Rushville, N. Y., won first place in the nation for his record in growing 14 acres of beets for Comstock Foods, Inc., with a total yield of 161.51 tons or average of 11.5 tons per acre, and managed his project so well that he made a net profit of \$1,123.34 or \$80.29 per acre. Young Robert was graduated from high school in 1957 and now is a partner with a brother and his father. He had an outstanding record in school and community activities.

Among the prizes he received were a Benrus watch, gold pin and rosette ribbon, and an N.J.V.G.A. jacket. Dr. Charles H. Mahoney, Director of the N.C.A. Raw Products Research Bureau, presented the awards to Green and to the four regional winners of the Canning Crops Contest, as well as to all of the state winners, down to fifth place, who were present at the convention. Following are the regional winners:

Northeast—Alvin W. String, Jr., Harrisonville, N. J., who grew 8 acres of tomatoes for California Packing Corp., Swedesboro, N. J.

South—Robert E. Wiley, Abbeville, S. C., who grew one acre of pimientos for Pomona Products Company, Griffin, Ga.

West—Dee W. West, Spanish Fork, Utah, who grew 2½ acres of lima beans for California Packing Corp., Spanish Fork, Utah.

Central—Larry Jay Bevington, Galveston, Ind., who grew 7.1 acres of tomatoes for Libby, McNeill & Libby, Kokomo, Ind.

Twenty states participated in this year's project, and the INFORMATION

LETTER will list the state winners when the complete list is available.

Another feature of the banquet program was the presentation of a scroll by Executive Secretary Carlos Campbell to Professor Grant Snyder, national chairman of N.J.V.G.A., in which the N.C.A. commended Professor Snyder for his unselfish devotion and dedication to the cause of youth in horticulture during a lifetime of service. Other representatives of N.C.A. present at the awards banquet were: Vice President Milan D. Smith; Milton E. Brooding of the C.&T.R. Committee; Dr. E. A. Crosby and Nelson H. Budd of N.C.A.; and Mrs. Jean Schoonover of Dudley-Anderson-Yutzy, the public relations counsel for the C.&T.R. Program. Representatives of California Packing Corporation, Libby, McNeill & Libby, and H. J. Heinz Co. also attended with their winners.

Earlier in the week of the convention 12 canning crops winners and the three officers of N.J.V.G.A. had been given a tour of the N.C.A. building and were introduced to members of the Budget Committee in session at N.C.A. headquarters at the time. Some of the winners grew for firms represented on the Committee and the members expressed their enthusiasm for the program. This group of young farmers was then entertained at dinner by N.C.A.

On December 7 the U. S. Department of Agriculture saluted the 500 N.J.V.G.A. delegates at a ceremony in the USDA Patio, where Under Secretary of Agriculture True D. Morse congratulated them on the occasion of the 25th anniversary convention, commended their programs and introduced a number of USDA officials and research leaders. Miller Shurtleff, executive assistant to the Secretary, spoke at the awards banquet for Mr. Benson, who was still hospitalized.

Drs. Mahoney and Crosby served on the Convention Committee of N.J.V.G.A. and were active all week with many details of the program. Representatives of the Information Division and D-A-Y cooperated with N.J.V.G.A. and USDA in many phases of the publicity, including the taping of interviews with several of the canning crops winners.

Plans for Industry Observance of Canning Sesquicentennial

Plans for industry observance of the 150th anniversary of the birth of canning and the first metal can were announced by N.C.A. President Norman Sorensen this week.

The industry observance will be launched in special ceremonies at the 1960 Convention in Miami Beach, in which officers of N.C.A. and the Can Manufacturers Institute will join.

Mr. Sorensen told members of the Tri-State Packers Association, at their annual convention December 7, that the anniversaries stem from two events of 150 years ago:

January 30, 1810, when the French government officially accepted the new method of preserving foods by heating in hermetic containers, and awarded Nicolas Appert, its discoverer, a prize of 12,000 francs, and

August 25, 1810, when George III of England granted the first patent for use of an iron, tin-coated container, to hold foods preserved by the Appert method.

H. Ferris White, executive director of C.M.I., also appeared on the Tri-State program, detailing the international aspects of the sesquicentennial celebration. Both speakers used a podium built in the form of a large metal container, which carried the N.C.A. and C.M.I. sesquicentennial seals and slogans.

The officers and executive bodies of the N.C.A. and C.M.I. have arranged to join in "what we hope will be a year-round observance of 1960 as a sesquicentennial of canning and the can," Mr. Sorensen stated.

He cited the following events at the Canners Convention that will honor the sesquicentennial:

The cutting of a 150th birthday cake by members of the N.C.A. Board of Directors and their guests at the Food Editors Conference.

References to the importance of canning by Convention speakers.

An exchange of plaques, one honoring the canning industry, to be presented by Roger F. Hepenstal, president of C.M.I., and another honoring

the metal container manufacturers, to be presented by Mr. Sorensen.

And publicity, in the form of press releases, features and scripts, for food editors and other press-radio-TV media, explaining the highlights of canning history and citing the contributions canned foods make to the public welfare.

In connection with the sesquicentennial, N.C.A. plans to designate a series of "red letter days" during 1960, each marking an anniversary of an important accomplishment in the growth and progress of the canned foods and container industries, and each a suitable subject for feature stories, articles, editorials, pictures, radio and TV scripts.

The "red letter days" were listed by Mr. Sorensen as follows:

January 30, 1810, the anniversary of the day Appert's method was officially accepted. We will stress the growth of canning from Appert's original 70 products to the more than 1,200 of today; from the relatively few pounds of food he packed for explorers, the French navy and some hospitals, to the 22½ billion containers of food produced annually in this country today.

March 31, 1874, the birth of the Shriver kettle, a revolutionary event, the granddaddy of the pressure cooker in every American kitchen, ushering in a whole series of efficient, mechanical canning devices. Our publicity will use this event to point up the leadership this industry took in automation.

June 30, 1906, the anniversary of the Pure Food Law, a chance to show how this industry was active in espousal of safe standards, safe methods, safety of its products, and self-policing for protection of consumers.

August 25, 1810, the date of the first patent for the metal container, by which the new form of foods could be distributed widely. This greatly expanded the commercial possibilities of canning, gave birth to another great industry that has marched forward impressively down through the years, "serving mankind for 150 years."

September 3, 1903, the date on which the Owens Bottle Making Machine Company received its charter to manufacture the invention of Michael J. Owens on which he had experimented since 1899. This made automatic all of the steps previously taken by the glassblower—the gathering of the molten glass on the end of the blowpipe, lowering of the "gob" of hot glass into a mold, the blowing of air through the pipe. It thus enabled

mass production of glass containers for food.

October 23, 1752—Appert was born on this date, and the human interest possibilities for stories and features that arise from his character and accomplishment are limitless.

Highlights of Mr. Sorensen's address were reported in a press release issued by the N.C.A. Information Division to 298 newspapers in the Tri-State area and 81 radio-TV outlets in the area, as well as to the wire services and trade papers.

Volume Feeding Management

Featured in the December issue of *Volume Feeding Management*, a leading institutional food service magazine, is the section which Eulalia Blair, food management editor, entitles "Festive Holiday Desserts."

The author introduces the section: "For the next few weeks, during the holiday season, there are wonderful opportunities for food operators to brighten their menus, to delight and cheer patrons with food."

A part of the section features mincemeat desserts. One of the recipes and photograph illustrations, "Holiday Mincemeat Mold," using canned mincemeat and pineapple juice, was supplied by the N.C.A. Consumer Service Division. Also included are four additional recipes using prepared mincemeat and "Pumpkin-Mince Pie, combining canned pumpkin with mincemeat. Canned tart red cherries were used in the recipe "Cherry Holiday Pie."

Canned Foods for Gourmets

The contribution of canned foods to gourmet meals was treated liberally in five daily columns of Ida Bailey Allen, distributed to newspapers by King Features Syndicate. Mrs. Allen, well-known food commentator, devoted her November 16 to 21 columns to gourmet products. Each article appeared under her copyright heading, "Let's Eat," and reached more than 15,000,000 circulation, with an estimated readership of more than 35,000,000.

Among canned foods specifically cited as contributors to the numerous gourmet menus Mrs. Allen recommended were: peas, baked ham, sauce, ham hash, tripe, kidney stew, chicken, duck, pheasant, oysters, mushrooms, raspberries, lobster, clams, fish balls, finnan haddie, salmon, shrimp, artichoke, rutabaga, and various soups.

'Three Squares' Film Shown to Over 26 Million Persons

"The Three Squares," canning industry motion picture produced under the N.C.A. Consumer and Trade Relations Program, has been shown 3,663 times to a total audience of 26,246,856 as of November 30 reports. This includes TV showings of the black and white version of the film.

The film is a 13½-minute color movie, co-sponsored by N.C.A. and the USDA. Distribution has been made through the 73 nationwide film libraries of USDA, the N.C.A. Information Division, and Dudley-Anderson-Yutzy, the N.C.A. public relations firm.

This grand total includes the January 1 to June 30 report covering distribution of USDA prints of the film. USDA makes its report only every six months. Their figures indicate a more than 300 percent growth in both showings and audience over the same period last year.

In addition to showings in the U.S.A., "The Three Squares" has been a feature at many of the international trade fairs abroad. Thus far it has been seen in Austria, Belgium, Canada, England, France, Germany, India, Italy, Mexico, New South Wales, Switzerland, and Turkey.

McCall's

"The Wassail Bowl & Other Cheerful Ideas," a food article in the December issue of *McCall's* magazine, includes 11 uses of canned fruit juices in punch and party drinks.

The introduction to the article says: "Stemming from the medieval Christmas, the wassail bowl is obviously the forerunner of our modern toast. Wassail derives from two Anglo-Saxon words: 'wes,' meaning 'be thou,' and 'hal,' meaning 'whole.' So today, at Christmas and New Year's, we lift our glasses to everyone's health. . . Here we give you a modern, simplified version of the traditional hot, spicy wassail bowl, along with other cheerful ideas to brighten the holiday parties."

Canned juices used in the Wassail Bowl are apple juice and lemon juice. The Other Cheerful Ideas include canned orange juice, orange-grapefruit juice mixture, pineapple juice and lemon juice.

The article is attractively illustrated with a full-page color photograph of the Wassail Bowl.

Indiana Cannery Association

P. A. Paulson, Morgan Packing Company, Austin, was elected president of the Indiana Cannery Association at the annual convention.

Kenneth W. Lucas, Indiana Packing Co., Royal Center, was elected vice president, and A. E. Coddington, Jr., Coddington Packing Co., Mt. Comfort, treasurer. Warren R. Spangle, Indianapolis, was continued as secretary.

Iowa-Nebraska Cannery Assn.

Leo Schori of the Elgin Canning Company, Elgin, Iowa, was elected president of the Iowa-Nebraska Cannery Association at the annual meeting.

Emery Gaard of the Pella Canning Company, Pella, Iowa, was elected vice president. Guy E. Pollock, Marshalltown, continues in office as secretary-treasurer.

Michigan Cannery & Freezers

Robert L. Hutchinson of Michigan Fruit Cannery, Inc., Fennville, was elected president of the Michigan Cannery and Freezers Association at the fall meeting.

Walter A. Reed, Jr., Lake Odessa Canning Co., Lake Odessa, was elected vice president. Reed M. Roberts, Grand Rapids, was continued in office as secretary-treasurer.

Ohio Cannery Association

R. A. Rice of The Gypsum Canning Co., Port Clinton, was elected president of the Ohio Cannery and Food Processors Association at the 52d annual convention.

Von Jones, Greenville Canning Co., Greenville, was elected first vice president, and LeRoy Wenger, Lake Erie Canning Co., Sandusky, was elected second vice president. Dr. Wilbur A. Gould, of Worthington, was continued in office as secretary-treasurer.

Utah Cannery Association

Thomas D. Dee of The Utah Canning Co., Ogden, was elected president of the Utah Cannery Association at the annual business meeting.

Robert E. Moss, Woods Cross Canning Co., Clearfield, was elected vice president, and Harvey F. Cahill, Ogden, was continued in office as secretary-treasurer.

O. E. Snider

O. E. (Okie) Snider, 69, retired general manager of Blue Lake Packers, Inc., Salem, Ore., died December 8.

Mr. Snider was born in Indiana and moved to Oregon in 1907. He became affiliated with the West Stayton Packing Company in 1932. When that firm became a part of the cooperative which was formed in December of that year, Mr. Snider was one of the signers and was a charter member.

He was president of the cooperative four years and its general manager 22 years. The name of the group was changed in 1946 to Blue Lake Packers, Inc. Mr. Snider retired in 1954.

He was active in the affairs of the N.C.A. and the National Council of Farmer Cooperatives. His N.C.A. posts were a term as a Director, 1946-49; and as a member of the Agricultural Policy Committee, 1948-50; Raw Products Committee, 1951-53; and on the Legislative Committee.

Pennsylvania Cannery Assn.

The Pennsylvania Cannery Association elected the following officers at the 45th annual convention:

R. H. Pollock, H. J. Heinz Company, Chambersburg, vice president—vegetables; E. J. Nowicki, Jr., Knouse Foods Cooperative, Inc., Peach Glen, vice president—fruits (reelected); J. B. Park, Brandywine Mushroom Corp., West Chester, vice president—mushrooms.

Jack R. Grey, York, was reelected president and Miss R. M. Mears, York, was reelected secretary-treasurer.

1958-59 Pack of Sauerkraut

The 1958-59 pack of canned sauerkraut totaled 7,059,371 actual cases compared with the 1957-58 pack of 7,254,120 cases, according to a report compiled by the N.C.A. Division of Statistics in cooperation with the National Kraut Packers Association.

State	1958	1959
(actual cases)		
New York.....	2,540,561	2,431,660
Ohio, Mich., and Ind....	1,388,767	1,218,268
Wisconsin.....	1,864,770	1,935,692
West.....	766,656	711,538
Other states.....	663,360	762,213
U. S. Total.....	7,254,120	7,059,371

West: Colo., Ore., Utah, and Wash. Other states: Conn., Ill., Mo., N. C., Pa., Tenn., and Texas.

Meat Canned in Fiscal 1959

The quantity of canned meat and meat products processed under federal inspection during the fiscal year 1959 has been reported by the Agricultural Marketing Service of USDA at 2,168,279,000 pounds. This total represents the quantity intended for civilian consumption and does not include quantities for the Department of Defense.

This compares with production of 2,069,134,000 pounds for civilian consumption during the fiscal year ended June 30, 1958 (see INFORMATION LETTER of Oct. 25, 1958, page 310).

	3 Lbs. & over	Under 3 Lbs.	Total
(thousands of pounds)			
Luncheon meat.....	168,505	138,826	307,331
Canned hams.....	263,024	5,803	268,827
Beef hash.....	5,008	68,060	73,068
Chili con carne.....	10,434	136,025	146,459
Vienna sausage.....	3,113	51,462	54,575
Frankfurters and wieners in brine or sauce.....	181	2,281	2,463
Deviled ham.....	3	9,780	9,783
Other potted deviled meat products.....	14	29,206	29,220
Tamales.....	2,096	31,484	33,580
Sliced dried beef.....	356	2,630	2,986
Chopped beef.....	10	10,034	10,044
Meat stews.....	2,229	98,499	100,728
Spaghetti meat products.....	2,051	112,336	114,387
Tongue (not pickled).....	530	1,381	1,911
Vinegar pickled products.....	9,180	14,554	23,734
Sausage.....	11	5,340	5,351
Hamburger, roasted or corned beef, meat and gravy.....	6,251	29,262	35,513
Soups.....	18,666	534,942	553,608
Sausage in oil.....	5,535	4,045	9,580
Tripe.....	2	4,367	4,369
Brains.....		2,780	2,780
Loins and picnics.....	33,302	2,104	35,406
All other products 20% or more meat.....	4,222	77,089	81,311
All other products less than 20% meat (except soup).....	7,108	248,258	255,366
Total all products.....	542,879	1,625,400	2,168,279

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items.

Georgia Cannery Association

C. Rouss May of the National Biscuit Company, Special Products Division, Woodbury, was elected president of the Georgia Cannery Association at the annual meeting.

Warren McPhillips, King Pharr Canning Operations, Cullman, Ala., was elected first vice president, and Earnest Bloodworth, Cherokee Products Co., Haddock, Ga., was elected second vice president. Barton Stephens, Griffin, was continued in office as secretary-treasurer.

HEW-FDA Statement on Aminotriazole

Following is the text of a statement issued by Arthur S. Flemming, Secretary of Health, Education, and Welfare, at a news conference December 10:

On November 9, in my statement regarding contamination of cranberries with aminotriazole, I said that the Food and Drug Administration would investigate to determine whether this weed-killer chemical was being misused on any other food crops.

We are just getting under way with this full-scale investigation. So far we have reports of experimental use only on a number of crops in the Pacific Northwest. We have not pinned down the extent of commercial use, and so far have no evidence one way or the other regarding possible misuse.

As a matter of fact, the Food and Drug Administration's Seattle District has collected samples for laboratory analysis of a variety of food crops with history of experimental use of aminotriazole, only to find that the testing method used on cranberries will not work on these other crops without special adaptation. The method may have to be modified for each crop.

This illustrates one of the technical aspects of the over-all public health problem of adequately policing the food supply to see that safe tolerance limits for chemicals and pesticides are met.

While manufacturers are required to submit testing methods for food additives and pesticides when a safe tolerance limit is requested, such methods are not always developed—and in some cases cannot be required—for chemicals supposedly used only in ways which leave no residues. Hence, the policing of the no residue or "zero tolerance" uses may be especially difficult.

I am told that the development of a satisfactory method to detect and measure some of these chemicals in the presence of other chemicals or interfering substances oftentimes takes a considerable period of time.

We are doing everything possible to expedite the development of such method or methods with respect to aminotriazole on other crops. We will keep the public informed of our progress.

Location of Industrial Plants

Cities and towns under 50,000 population which are located outside metropolitan areas have become increasingly popular as plant sites in recent years, according to a report prepared by the Office of Area Development in

the U. S. Department of Commerce, with the assistance of the Agricultural Marketing Service of USDA.

Such locations are estimated to furnish jobs for more than one-fourth of the manufacturing employees of the United States. However, a majority of industries still tend to concentrate in or near large centers of population, according to the study.

Entitled *Metropolitan Area and City Size Patterns of Manufacturing Industries: 1954*, the publication is a compilation of data considered useful to communities seeking to determine what industries are most suitable for their areas and also to manufacturers looking for new plant sites.

Of 446 individual industries classified in the report, 74 had more than one-half of their employment outside of standard metropolitan areas in 1954. Among these 74 industry groups were poultry dressing plants, concentrated milk, and packaged seafood.

Copies of the report may be obtained from the Superintendent of Documents, Washington 25, D. C., or from any Commerce Department field office for 50 cents each.

Grapefruit Sections for USDA

USDA announced December 10 the purchase of 374,300 cases of canned grapefruit sections in 12/No. 3 cylinder cans, with funds appropriated under the National School Lunch Act.

Purchases were made from seven Florida canners at prices ranging from \$4.99 to \$5.19 per case, the average price being \$5.073.

Delivery will be required during the period December 28-February 29.

NFBA Committee Proposes Uniform Pricing, by the Case

The National Food Brokers Association has notified the N.C.A. that its Canned Foods Committee believes that it would benefit canners, brokers and distributors if all canners would sell canned foods by the case, and the N.C.A. Broker Relations Committee has informed NFBA that "their well-taken point is meeting with fast acceptance."

The NFBA proposal, presented by J. R. Connelly, chairman of its Canned Foods Committee, declares that "it would benefit all concerned, that is canners, brokers and distributors, if all canners would quote and invoice all canned food items by the case."

The NFBA committee commented that "There is already a growing tendency among canners to price their merchandise in this manner, but there is still what might be referred to as a 'dual' pricing system which does lead to confusion." The Canned Foods Committee solicited N.C.A. cooperation in bringing about a "uniform pricing system."

Norman W. Merrill, Chairman of the N.C.A. Broker Relations Committee, has corresponded on the subject with other members of the Committee, and has agreed that the Committee will consider action whereby the matter can be brought to the attention of the entire industry membership.

In a letter to NFBA President Watson Rogers, N.C.A. Executive Secretary Carlos Campbell suggested the possibility of a joint NFBA-N.C.A. committee session on this subject, possibly in May.

TABLE OF CONTENTS

	PAGE		PAGE
Broker Relations		Iowa-Nebraska Canners Assn.	337
NFBA committee proposes uniform pricing, by the case	338	Michigan Canners & Freezers	337
Death		Ohio Canners Association	337
O. E. Snider	337	Pennsylvania Canners Assn.	337
Farm Youth Program		Utah Canners Association	337
Canning Crops Contest winners receive awards	335	Procurement	
Food Regulation		Grapefruit sections for USDA	338
HEW-FDA statement on aminotriazole	338	Publicity	
Meeting		"Three Squares" film shown to over 26 million persons	336
Plans for industry observance of canning sesquicentennial	335	Canned foods for gourmets	336
Personnel		Volume Feeding Management	336
Georgia Canners Association	337	McCall's	336
Indiana Canners Association	337	Statistics	
		Meat canned in fiscal 1959	337
		1958-59 pack of sauerkraut	337
		Market prices for some crops are above support levels	338